

He also reported they had changed the magazine format and that it covers a wider range of subject matter to appeal to a more general audience than did the old black and white magazine.

As editors we will always have problems, but I suppose they keep us interested. Here I'm reminded of a sign our departmental printer posted on his shop door. It describes the situation of many editors. It reads: "We have done so much with so little for so long that we can now do anything with nothing."

MOTIVATION THROUGH THE MEDIA

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Motivation is not a new word in the English language, but only in the past decade or so has it come into common usage. This recent usage probably came about by psychologists, school teachers, and parents who wonder whether their offspring will be sufficiently motivated to make a success of their lives.

My dictionary defines "motivate" as "to provide with a motive; to impel; to incite." Motivation is a noun form of the transitive verb "motivate."

So, we want to motivate people, perhaps impel them. It is doubtful that we should incite them except in extreme emergencies. The word "incite" has been too often associated with riots or other civil disturbances. The latter connotation may better be dropped at this point.

If we are going to motivate people, or attempt to motivate people, it might be well to first decide what we want people to do. Well, what do we want them to do?

It is doubtful that any state represented here has more than three or four hundred people engaged professionally in trying to provide better hunting and fishing for upward of a million outdoorsmen who have every right to expect better hunting and fishing, and more important, and more recently, a better environment in which to do so.

Only a handful of devoted people cannot possibly, by themselves, accomplish an almost impossible objective. They must have active assistance from what we loosely term "the general public."

First, let's get down to objectives. Hunters want better hunting. Obviously, they do their hunting in the fields, woodlands, marshes, and swamps.

Motivation Through the Media

Obviously, better habitat means better hunting, and the same goes for fishing. Mass media can be used to inform sportsmen of the need for habitat improvement, and actually get them out in the woods and fields and marshes and streams to help improve habitat.

An important group to be reached are the youngsters who belong to Scouts, FFA, 4-H, and even church youth groups. Many of these are interested in money-raising projects—building wood duck nest boxes or squirrel nest boxes. Provide them with plans and specifications and a monetary incentive, and they will do a terrific job along this line.

Tarheel farmers have planted enough shrub lespedeza in North Carolina to make a strip 15 feet wide stretching from Cape Hatteras to a point in the Pacific

Ocean somewhere beyond Hawaii. They are, however, provided with free planting materials, but a highly successful habitat improvement program would have existed a complete flop if we had not used the news media to get word to them of the availability of such materials. Incidentally, they have planted thousands of tons of annual seed mixtures to provide food for doves, quail, rabbits, and so on. As a result of programs such as this we can boast better small game hunting than existed a hundred years ago, and this in the face of changing agricultural practices and the encroachment of industry and municipalities upon natural habitat.

Obviously, a good habitat is as vital to fish as it is to game, or human beings, for that matter. I am sure the problems of pollution, swamp and marsh drainage, and dam building are not unique to North Carolina. Our friends in the Army Corps of Engineers and the SCS have federal laws to back up their efforts, and naturally they do not like our opposition to many of their projects. We believe the only way to combat this insidious activity is through a thoroughly aroused public; and when it comes to the use of all of the news media, we pull out all the stops. Our newspaper, radio and TV people are getting thoroughly aroused concerning these matters, but I doubt if they would be if we had not constantly bombarded them with news releases, magazine articles, film clips and radio spots.

All of our departments spend a great deal of money enforcing fish and game laws and regulations. These, at the outset, must have three characteristics: they must be reasonable, understandable and enforceable. Without all three of these, the laws and regulations would not be worth the effort required to establish.

Each time a new law is passed, or a new regulation established, by nature it has news value, and all the news media may be counted on to print news about them to some degree. This, of course, will not supplant the need for distributing copies of the official regulations to all license-buying sportsmen. If sportsmen have full knowledge of the rules, they are much more apt to obey them, thus making the thankless task of our law enforcement people at least a little easier.

People don't get thoroughly aroused about pollution until they find a nice head of foam on a glass of water drawn from the faucet of the kitchen sink, or see a few thousand rotting fish floating downstream in a river or washing ashore at the edge of a lake or reservoir. We have had a number of fish kills during the past couple of summers. We make sure the press hears about these, and we help the TV boys set up their cameras, or if TV production crews can't get on the scene, we make sure they have plenty of film footage to use on their newscasts. This arouses people enough to write to their congressional delegation and buttonhole their local delegates to the state legislature. How much good this will do remains to be seen.

It may be difficult to visualize public motivation as an aid to research, but it can be done and is being done. We have tried several times (unsuccessfully) to get our legislature to pass a law requiring all big game taken by hunters to be tagged for research purposes. This year we are trying a new system. Thus far we have had about 1,200 business firms to volunteer to set up big game checking stations where deer, bear, wild boar, and wild turkey hunters can take their kill to be weighed, measured, sexed, dated, and place of kill recorded.

Once the program was clearly thought out we put out several news releases and an article in our magazine on the subject. The response was really splendid. Local papers took it on themselves to print lists of the businesses in their area who are cooperating in the program. This may be a free "plug" for the businesses, but it will likely pay off in the sale of advertising space later on.

We don't know yet how well hunters will cooperate, but everyone who bags a deer or a bear or a boar or a grouse likes to show it off, and where better to do this than at one of these checking stations?

Mass media also serve to motivate fishermen to cooperate in research projects. Let them know what the research is all about, and they will voluntarily bring their catch to checking stations to be weighed, measured, and so on. People like to think they are helping with a good cause; but they first must know what the cause is, and how it will eventually help them in the form of better fishing.

Thus far I have dealt largely with generalities. Now, let's get down to specifics. I firmly believe that the printed word is still the best means of mass communication, despite the effectiveness of radio, television, and motion pictures.

The department magazine, while of limited circulation, is highly effective in that it reaches concerned people who are easily motivated to participate in worth-while projects.

Miscellaneous booklets and pamphlets are extremely effective with school age people and youth organizations. Their effect is difficult to measure, but in the long run their effect can be seen.

News releases, with well-written, clean copy, and news, rather than propaganda, are effective through all of the news media. News features, with plenty of illustrations, are highly effective. While these, of necessity, must be entertaining as well as informative, the message can be put across through them.

We have had other papers on the use of radio and television in mass communication, and I will not rock the boat on this subject. In conclusion, let me say that an aroused, informed public is the only hope of solving the monumental ecological and environmental problems facing us today.

This may shock you a bit to hear me say I firmly believe in the old saw, "Let George do it!"—but in the same breath let me add that it is our job to make sure George *DOES* it. George will do it, if we motivate him—and show him the way.